



**STATE OF THE CONSUMER:**

# **Is Black Friday Dead-and What Does it Mean for 2024 Spending?**

# Today's Speakers



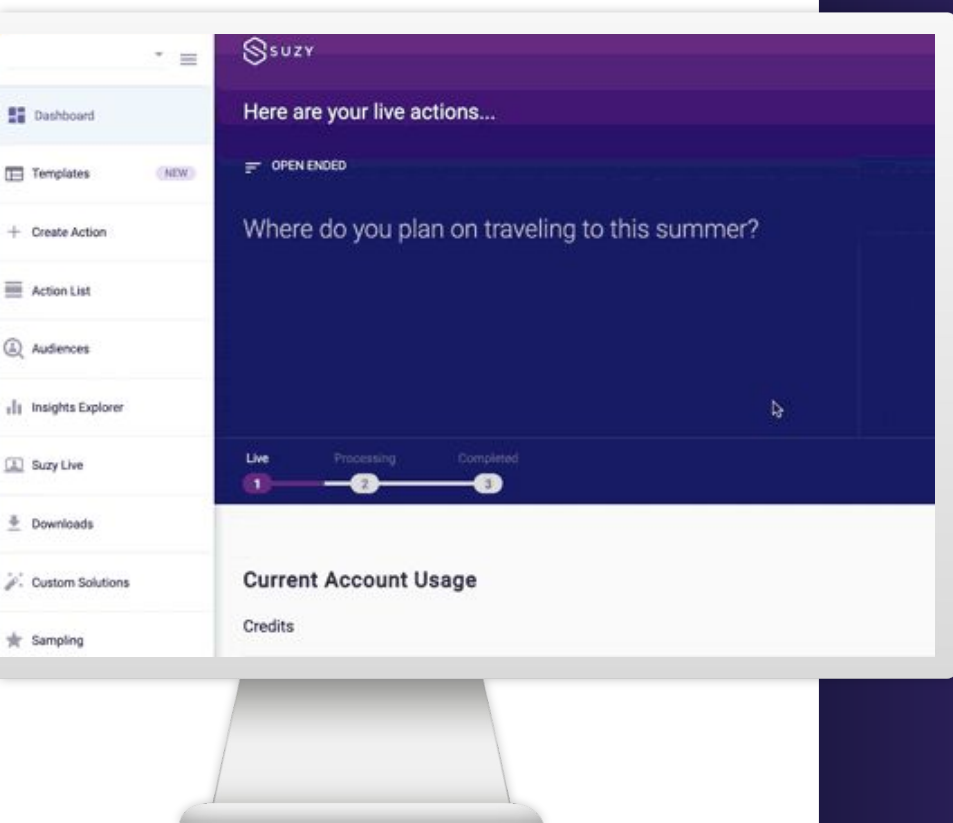
**Matt Britton**  
Founder & CEO  
**Suzy**



**Rachel Tipograph**  
Founder & CEO  
**MikMak**



**Carolyn Nephew**  
Director, Full-Funnel  
Consumer Engagement  
**Reckitt**



# Meet Suzy

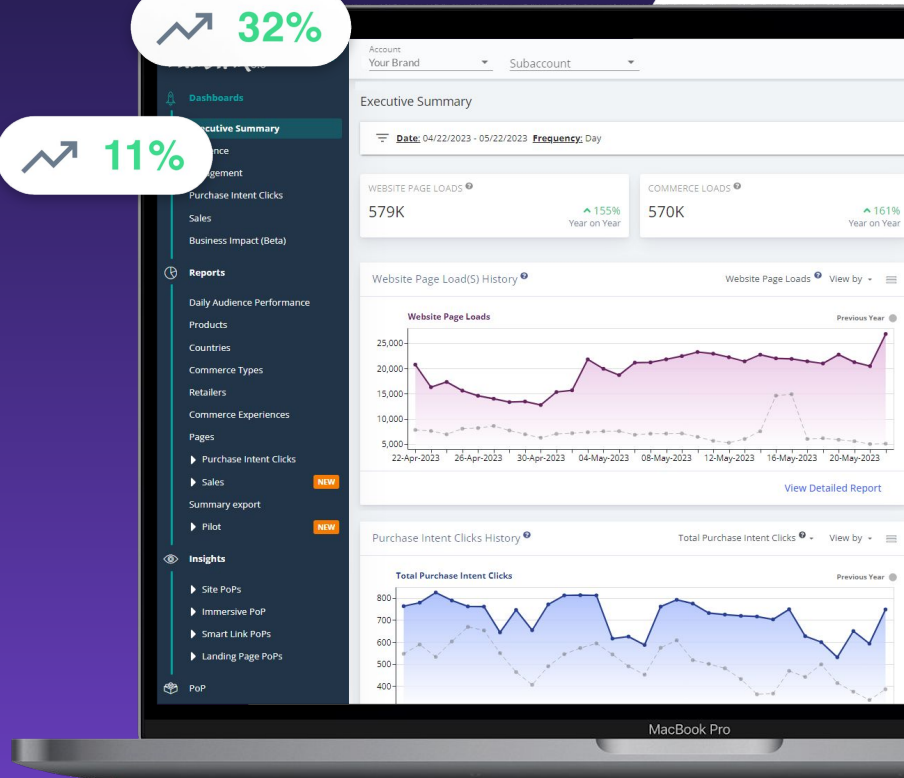
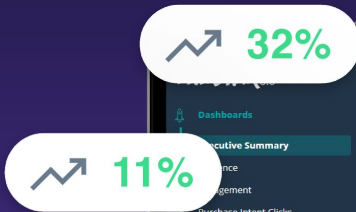
We are an **end-to-end consumer insights platform** that integrates **quant, qual, and high quality audiences** into a single **connected research cloud**.

Suzy lets teams conduct **iterative research**, with **agency-quality rigor, in less time** and at a **fraction of the cost**.

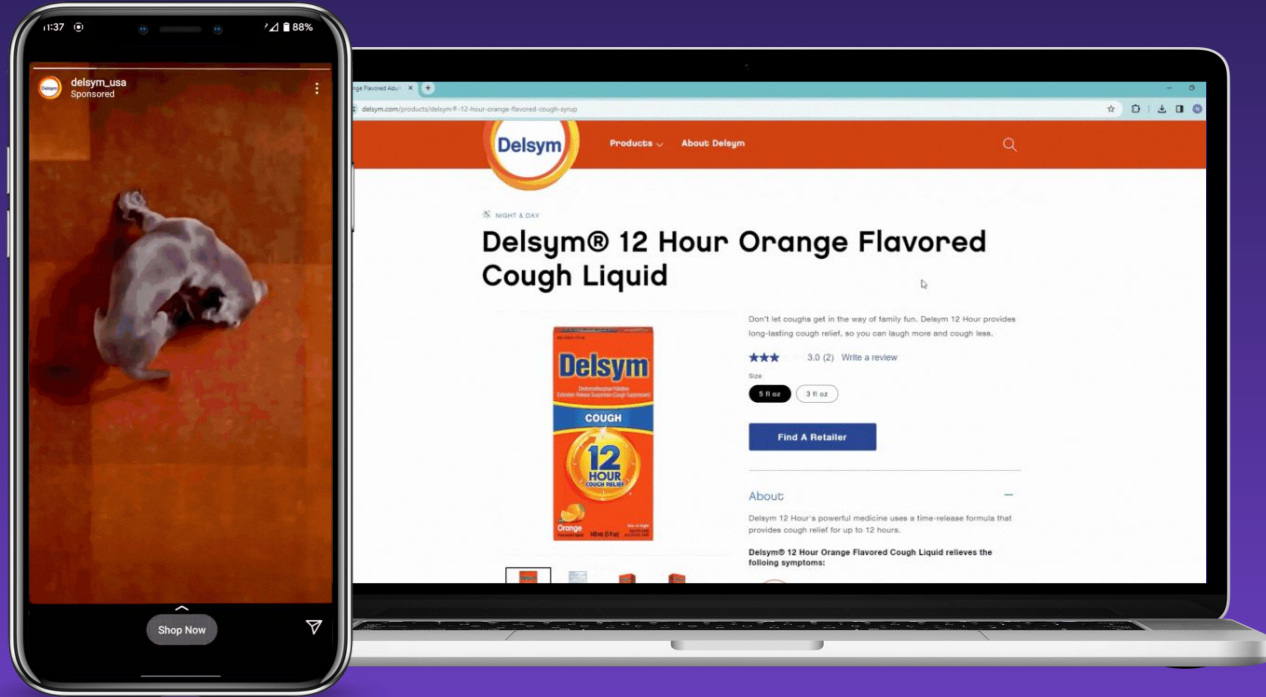
# Meet MikMak

MikMak provides eCommerce enablement and analytics software for multichannel brands to convert global customers.

We grow brands commerce-first, globally. Spanning more than 80 countries and 7000 Media & Retailer Partners Worldwide.



# How Reckitt drives brand growth



# How can brands use the data from the shopping season for a successful 2024?



# Black Friday/Cyber Monday

**83% of consumers planned to shop  
during Black Friday/Cyber Monday**

**VS**

**71% of consumers who did shop**



# Online & mobile sales were up on BF/CM

RETAIL

**Black Friday shoppers spent a record \$9.8 billion in U.S. online sales, up 7.5% from last year**



PUBLISHED SAT, NOV 25 2023 2:55 PM EST

**Consumers spent \$12.4 billion on Cyber Monday, beating out estimates**

Mary Meisenzahl | Nov 28, 2023

# But not everyone was sold on the discounts they were seeing

RETAIL · PERSONAL FINANCE

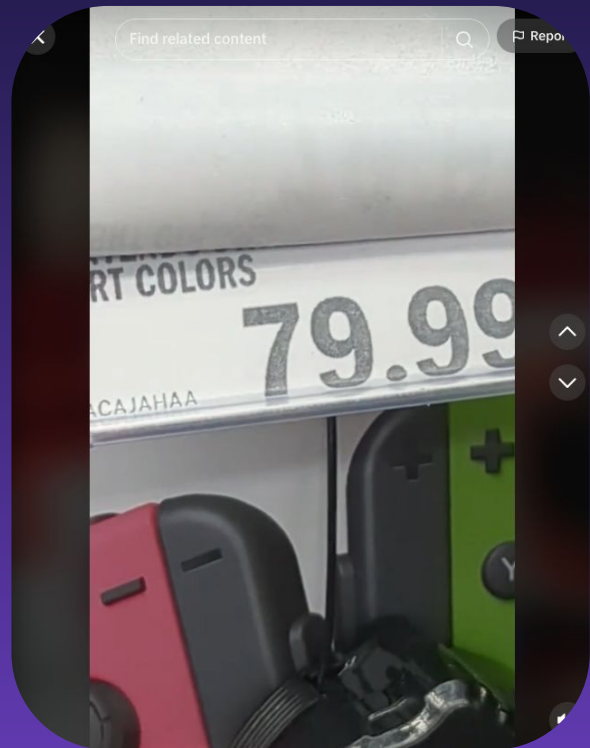
## ‘That’s not a Black Friday deal’: Pinched shoppers hold out for deeper discounts—boding ill for earnings

BY JEANNETTE NEUMANN, OLIVIA ROCKEMAN AND BLOOMBERG

November 25, 2023 at 9:22 AM CST

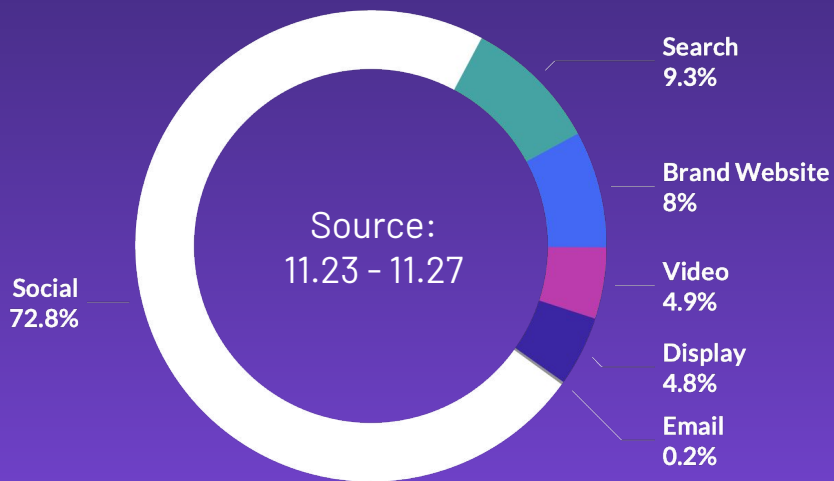


FORTUNE

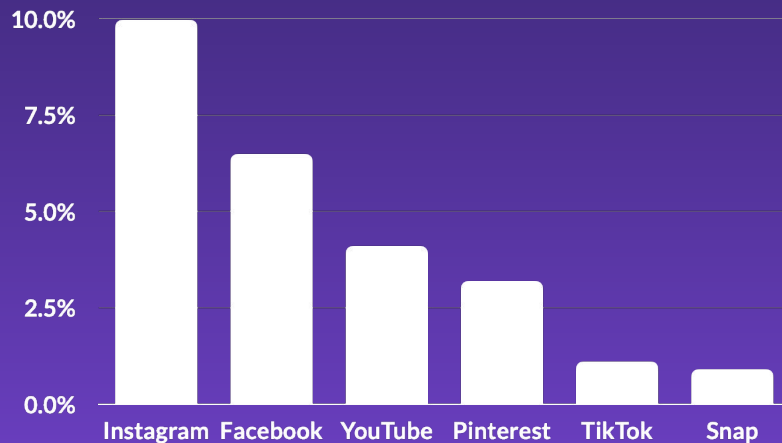


# Instagram was the top social platform driving to retailers this Black Friday and Cyber Monday

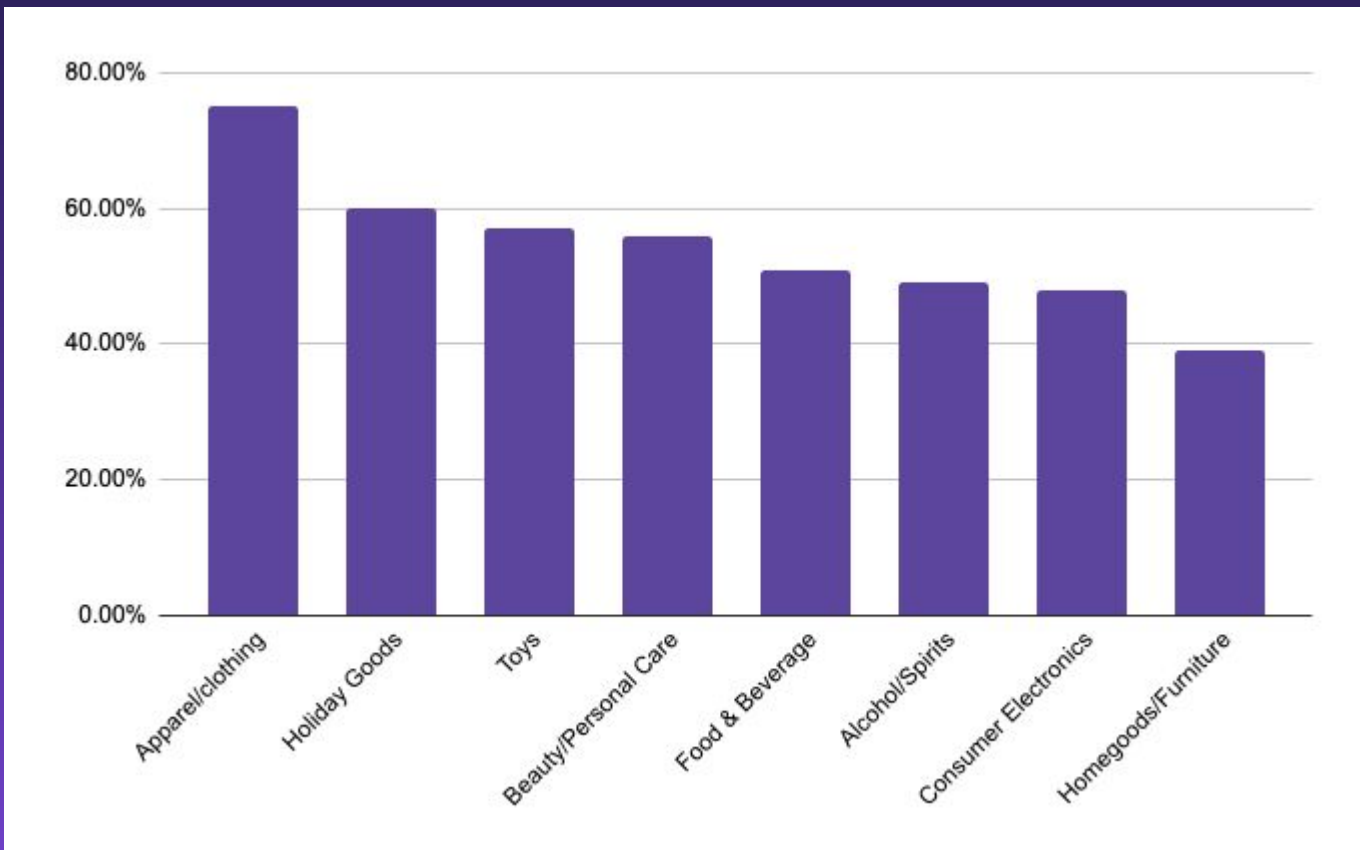
### Media Mix by Channel over Black Friday Weekend



### Purchase Intent Rates by Social Channel over Black Friday Weekend



# Consumers are shopping for smaller items this season



# Necessities are being purchased alongside gifts

## Top Product Categories by Retailer, Black Friday 2023

### Amazon

1. Toys
2. Beauty
3. Home Care
4. Personal Care
5. Health & Wellness

### Walmart

1. Personal Care
2. Alcohol
3. Toys
4. Home Care
5. Grocery

### Target

1. Grocery
2. Beauty
3. Toys
4. Health
5. Alcohol

Walmart 

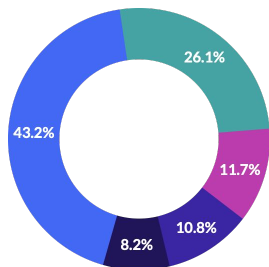
'Mean Girls' Reunion: Lindsay Lohan, Amanda Seyfried and Lacey Chabert Reprise Roles for Walmart's Black Friday Ad Blitz

*VARIETY*

# Top Retailers by Category for Black Friday and Cyber Monday

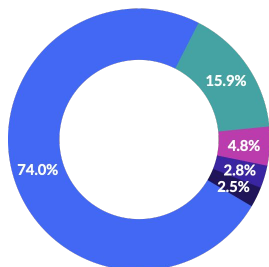
Share of Purchase Intent Clicks across retail for weekend of Black Friday – Cyber Monday

Top 5 Retailers



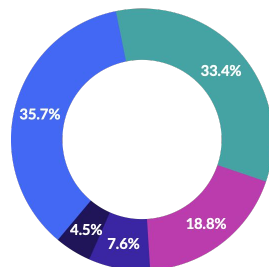
- Walmart
- Amazon
- Target
- Drizly
- Instacart

Top 5 Retailers for Personal Care



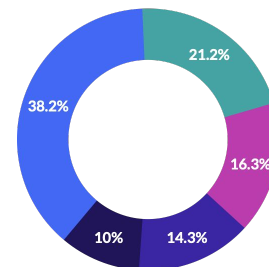
- Walmart
- Amazon
- Target
- CVS
- Walgreens

Top 5 Retailers for Health & Wellness



- Walmart
- Amazon
- Target
- CVS
- Walgreens

Top 5 Retailers for Grocery & CPG



- Walmart
- Target
- Instacart
- Amazon
- Kroger





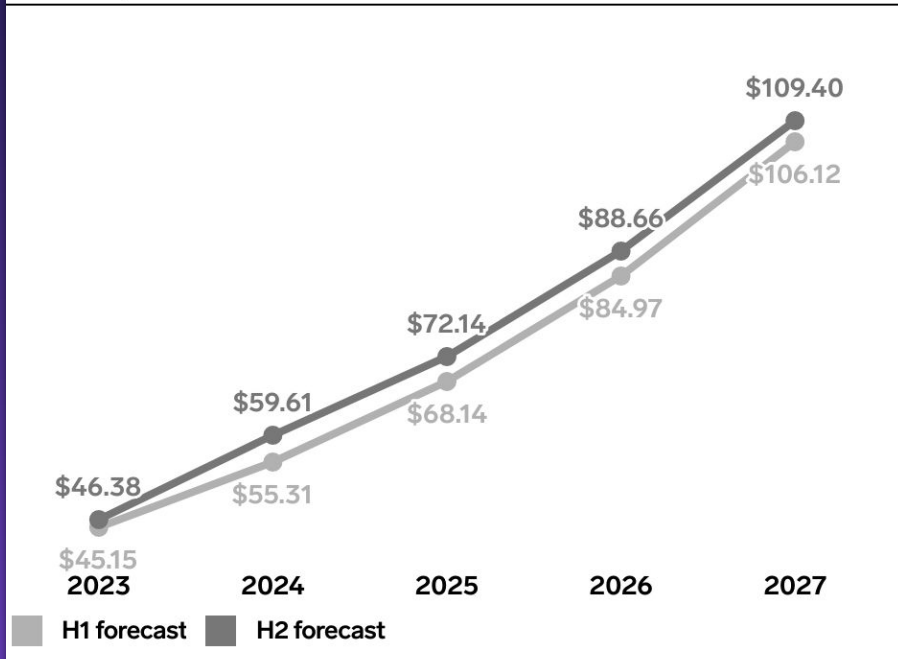
# Retail Media



# Retail Media is projected to skyrocket

## Our 2024 US Retail Media Ad Spending Forecast Is Over \$4 Billion Higher Than It Was This Spring

billions, 2023-2027



Note: digital advertising that appears on a retailer's on-premise signage, either in-store or in the immediately adjacent exterior (e.g., parking lot), appears on websites or apps that are primarily engaged in retail ecommerce, or is bought through a retailer's media network or demand-side platform (DSP)

Source: Insider Intelligence | eMarketer Forecast, Nov 2023

# Retail Media advancement doesn't come without challenges



OPINION: **THE SELL SIDER**

## The Supply And Demand Challenges Standing In The Way Of Retail Media Growth

By AdExchanger Guest Columnist



## DIGIDAY

How privacy regulations could help — or inhibit — growth in retail media networks



Regulations could positively and negatively impact retail media

## AdAge

### IAB AND MRC'S NEW RETAIL MEDIA GUIDELINES TARGET THE INDUSTRY'S MEASUREMENT ISSUES

IAB report also shows retail media spend nearing TV ad spend





# 2024 Predictions



**First Party data will become increasingly more challenging as data privacy regulations evolve**

**Consumers will continue to be cost-conscious in 2024; Brand margin pressures will remain**

**Global economy to slow down but likely avoid recession in 2024**

**The “e” from eCommerce will be dropped in the near future, and it will just be “commerce”**

# Let's Chat



**Matt Britton**  
Founder & CEO  
**Suzy**



**Rachel Tipograph**  
Founder & CEO  
**MikMak**



**Carolyn Nephew**  
Director, Full-Funnel  
Consumer Engagement  
**Reckitt**